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8th International Exhibition For Cosmetics, Beauty, Hair, Cleaning, Private Label, Packaging and Ingredients

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BEAUTYISTANBUL 2026 IN NUMBERS

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EXHIBITORS
1374

EXHIBITORS FROM
61 COUNTRIES

TOTAL VISITORS
26,596

INTERNATIONAL VISITORS
13,009

VISITORS FROM
167 COUNTRIES

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WHY EXHIBIT AT BEAUTYISTANBUL?

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The 7th **BEAUTYISTANBUL Exhibition** took place on **7-9 May 2026 at TUYAP Fair Center** in Istanbul, Türkiye. The **addition of Hall 11** further **expanded COSMETICS and COSMAKING** sections. **Hosting 1374 exhibitors from 61 countries including 25 Country Pavilions**, the event strengthened its position as one of the **Top 5 largest cosmetics exhibitions worldwide**. Trade **visitors from 167 countries** proved once more that it **is the most international cosmetics event worldwide.**

READ MORE

WHY BEAUTYISTANBUL

DON'T WAIT FOR THE EXHIBITION!

Get Access to the BEAUTYISTANBUL Online Platform and Start Expanding Your Business Now!

WHAT IS ONLINE PLATFORM?

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Efficient and profitable connections start with Online Platform. Be in touch with suppliers and selected buyers before and after the exhibition, to maximize your exhibition outcome.

THE ADVANTAGE

Browse 1300+ exhibitor profiles and their products to directly contact for business. Access 20,000+ products throughout the year. All this and more, 365 days available.

SET UP MEETINGS

Organize appointments in one click, reserve time slots of your preferred suppliers to make sure you get a personal meeting. Afterwards, communicate with them directly about their products to get more information.

BEAUTYISTANBUL ONLINE PLATFORM STATISTICS

70,000+

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REGISTERED BUYERS

20,000+

UPLOADED PRODUCTS

195

COUNTRIES PRESENT

EXHIBITOR BREAKDOWN BY COUNTRIES

TÜRKİYE	544	GAMBIA	12	UNITED STATES	7	GUINEA	2	MOLDOVA	1
CHINA	207	GERMANY	12	CROATIA	6	IRAN	2	NEPAL	1
ITALY	145	EGYPT	10	MALAYSIA	6	KAZAKHSTAN	2	NETHERLANDS	1
SOUTH KOREA	52	INDONESIA	10	MAURITIUS	6	SENEGAL	2	NIGERIA	1
POLAND	41	ROMANIA	10	TOGO	6	THAILAND	2	N. MACEDONIA	1
UAE	40	HUNGARY	9	TRNC	6	TUNISIA	2	OMAN	1
RUSSIA	35	PALESTINE	9	SINGAPORE	5	ALBANIA	1	PORTUGAL	1
INDIA	25	BULGARIA	8	ALGERIA	4	AUSTRALIA	1	TURKMENISTAN	1
PAKISTAN	18	SAUDI ARABIA	8	JAPAN	4	BELGIUM	1	VIETNAM	1
SPAIN	18	SYRIA	8	GREECE	3	CANADA	1		
SOUTH AFRICA	15	UKRAINE	8	HONG KONG, CHINA	3	CZECH REPUBLIC	1		
FRANCE	14	BRAZIL	7	BELARUS	2	ESTONIA	1		
GHANA	14	UNITED KINGDOM	7	GEORGIA	2	IRELAND	1		

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VISITOR BUSINESS TYPE BREAKDOWN

Brand	14,4%	Online Store	4,2%
Distributor	14,0%	Perfumery	3,6%
Manufacturer	13,6%	Dermatologist/Esthetician	3,2%
Cosmetics Chain Store	9,1%	Retailer	2,5%
Agent	8,3%	Hair Salon & Hairdresser	2,0%
Importer	7,4%	Pharmacy	1,8%
Beauty Salon	7,3%	Private Label Buyer	1,8%
Wholesaler	5,5%	Spa	1,3%

KNOW THE VISITORS

VISITOR PROFILE

Your gateway to reach the cosmetics & beauty market of Europe, Asia, Africa and the Americas from one place. The exhibition attracts the top decision-makers of the global beauty industry from 167 countries.

VIP HOSTED BUYER PROGRAM

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BEAUTYISTANBUL sponsored 655 delicately selected, hosted buyers from 123 countries to ensure the quality of the buyer base at the exhibition.

WHY BEAUTYISTANBUL

NOT ONLY A 3 DAY TRADE SHOW BUT 365 DAY BUSINESS PLATFORM

- 1374 EXHIBITORS FROM 61 COUNTRIES
- 26,596 B2B BUYERS FROM 167 COUNTRIES
- 655 SELECTED HOSTED BUYERS FROM 123 COUNTRIES
- ONLINE AND ON SITE MATCHMAKING PROGRAMS
- GUARANTEED PRE-ARRANGED MEETINGS ON SITE VIA ONLINE PLATFORM
- ACCESS ONLINE PLATFORM TO CONTACT BUYERS 24/7 AND 365 DAYS ONLINE

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EASY ACCESS TO ISTANBUL WITH FLEXIBLE E-VISA AND DIRECT FLIGHTS

EXHIBITOR COMMENTS

This is our 7th participation in Beauty Istanbul, and as
very well organized, with strong visitor traffic and co
numbers of exhibitors and visitors every year, which r
welcomed visitors from Germany, Poland, Panama, C
growing rapidly, and it is excitir

- ABC International, L

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EXHIBITOR SURVEY RESULTS

98% of exhibitors expressed their satisfaction with the show.

96% of exhibitors stated the importance of the show in their agendas.

91% of exhibitors are most likely to exhibit again next year.

92% of exhibitors anticipate excess returns in the upcoming future.

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VIP HOSTED BUYER PROGRAM

BEAUTYISTANBUL, organized by IPEKYOLU INTERNATIONAL EXHIBITIONS, was organized entirely with its own funding. The 7th BEAUTYISTANBUL hosted 655 delicately selected VIP Buyers from 123 countries. Thus, BEAUTYISTANBUL Hosted Buyer Program is one of the world's largest in the cosmetics and beauty industry. Buyers were provided with travel and accommodation incentives to conduct business with exhibitors.

655 HOSTED BUYERS

123 COUNTRIES

12000+ MEETINGS

VISITOR SURVEY RESULTS

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90% of visitors were very satisfied with the quality and quantity of exhibitors and products

86% of visitors stated they are highly likely to conduct business with clients met at the show

94% of visitors would recommend BEAUTYISTANBUL to other companies

95% of visitors are planning to visit again next year.

VISITOR COMMENTS

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We are used to visiting major worldwide exhibitior
important global exhibitions for connecting supplie
located geographically, and it is

- EL PARADIS COSI

BEAUTYISTANBUL 2026 VIDEO HIGHLIGHTS

DAY 1

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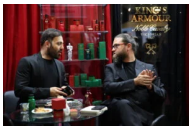
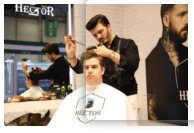
DAY 2

DAY 3

BEAUTYISTANBUL PHOTO GALLERY

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